

## OVERSEAS VISITORS TO ARIZONA SUMMARY - 2003

# Arizona Office of Tourism

DEMOGRAPHICS		TRAVEL PATTERNS		PURPOSE/ACTIVITIES			
Age		ADVANCE TRIP PLANNING		MAIN PURPOSE OF TRIP			
Male Average	44.2	Avg. Advance Trip Decision	91.8 days	Leisure & VFR	76.3%		
Female Average	40.6	Avg. Advance Air Reservations	56.4 days	Leisure/Rec./Holidays	53.4%		
HOUSEHOLD INCOME		Use of Pre-Booked Lodging	59%	Visit Friends/Relatives	22.1%		
		USE OF PACKAGES		Other	0.7%		
				Business and Convention	23.7%		
				Business/Professional	16.8%		
				Average HH Income	\$78,800	YES	18.6%
< \$40,000	28.6%	Guided Tour	11.7%	Study/Teaching	2.5%		
\$40,000 - \$79,999	31.2%	Air/Lodging	10.0%	OTHER DESTINATIONS VISITED			
\$80,000 - \$119,999	20.6%	Air/Rental Car	5.8%				
\$120,000+	19.6%	Air/Lodging/Tour	5.2%				
PARTY COMPOSITION		Air/Lodging/Rental Car	4.8%				
		Air/Lodging/Bus	3.1%				
		Air/Lodging/Bus/Tour	2.9%				
		Advance Package Booking	81.6 days				
		# of Nights Pre-paid(part of package	11.3 nights				
Avg. Travel Party (mean)	1.6	INFORMATION SOURCES		California	59.4%		
Traveling Alone	34.5%			Los Angeles	36.8%		
Spouse	35.7%			San Francisco	29.6%		
Family/Relatives	28.8%			San Diego	10.5%		
Friends	11.8%			Yosemite N.P.	10.5%		
Business Associates	4.5%	LEISURE ACTIVITIES		Nevada	51.6%		
Group Tour	1.9%			Las Vegas	50.7%		
Adults Only	91.4%			Utah	22.7%		
Adults and Children	8.6%			Bryce Canyon N.P.	9.6%		
GENDER				Travel Agency	55.0%	New York	8.9%
		Personal Computer	32.7%	Texas	7.2%		
		Friends/Relatives	16.1%	Colorado	5.5%		
		Airlines Directly	14.3%	LEISURE ACTIVITIES			
		Travel Guides	13.6%				
Tour Company	10.1%						
State/City Travel Office	9.8%						
Newspapers/Magazines	6.3%						
FREQUENT TRAVELERS		Corporate Travel Dept.	6.1%	Shopping	85.5%		
		Other	5.5%	Dining in Restaurants	84.2%		
		EXPENDITURES		LEISURE ACTIVITIES			
						Avg. Spending Per Person Per Day (	\$84
						ACCOMMODATIONS	
Hotel/Motel	76.5%						
Private Home	18.8%						
Other	8.4%						
ORIGIN MARKETS		TRANSPORTATION IN U.S.		Visit National Parks	64.5%		
				Sightseeing in Cities	57.8%		
				Visit Small Towns	54.2%		
				Touring Countryside	52.3%		
				Visit Historical Places	50.8%		
U.K.	18.4%	LENGTH OF STAY		Casinos/Gambling	42.2%		
Germany	16.4%			Cultural Heritage Sites	40.5%		
Mexico	11.0%			Amusement/Theme Parks	39.8%		
Japan	9.1%			Visit Native Am. Comm.	26.3%		
France	8.5%			Guided Tours	24.6%		
Netherlands	5.6%	AZ DESTINATIONS VISITED		Water Sports/Sunbathing	24.6%		
Italy	3.9%			Art Gallery/Museum	21.7%		
Australia	3.9%			Camping/Hiking	19.4%		
South America	2.5%			Concert/Play/Musical	15.0%		
South Korea	2.3%			Ethnic Heritage Sites	12.3%		
PORT OF ENTRY		City Subway/Tram/Bus	17.4%	Nightclubs/Dancing	11.0%		
		Bus between cities	8.7%	Environ./Eco Excursions	9.0%		
		LENGTH OF STAY		Cruises	8.3%		
				# of Nights in Arizona (mean)	5.9	Golfing/Tennis	7.4%
				# of Nights in U.S. (mean)	21.7	Attend Sports Event	6.6%
AZ DESTINATIONS VISITED				Ranch Vacations	3.7%		
				Phoenix	42.7%	Hunting/Fishing	3.6%
		Grand Canyon NP	38.4%	Snow Skiing	2.2%		
		Tucson	11.6%	VISITATION VOLUME			
		Glen Canyon NP	2.5%				
Source: US Department of Commerce		Total Int'l Visitation (000s)		544			

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